

Figure 1 is a block diagram illustrating an exemplary environment for an embodiment of the present invention. In the embodiment shown, a cable operator's head-end facility 102 includes a merge processor 104, which is in communication with a plurality of databases. These databases include a local-content database 106, a subscriber-action database 112, and a national-content database 114. The merge processor 104 is programmed to receive and merge data from the three databases 112, 114, and 106.

### **IN THE CLAIMS**

#### **Clean Version**

Please add new claim 25 as follows:

25. (New) A method for utilizing information relating to a subscriber to identify said subscriber as a desirable subscriber comprising:

receiving advertising and programming data;

receiving viewing information associated with the subscriber;

receiving data about the subscriber;

merging the advertising and programming data, the viewing information associated with the subscriber, and the data about the subscriber to create a subscriber information data store; and

analyzing the subscriber information data store to determine the subscriber's desirability in relation to a provider.